

FOOTE, CONE & BELDING

Advertising

212 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6600

CLIENT: <u>THE AMERICAN TOBACCO CO.</u>	REVISION: _____	NETWORK: <u>NBC</u>
PRODUCT: <u>LUCKY STRIKE</u>	APPROVAL: <u>FINAL</u>	B'CAST: <u>7:00-7:30 P.M. EST</u>
DATE: <u>FEB. 16, 1947-PROGRAM #21</u>		REPEAT: <u>9:30-10:00 P.M. PST</u>

As Broadcast

"T H E J A C K B E N N Y P R O G R A M"

ROUTINE

- I Opening Commercial.
- II Jack Benny produces his show.
- III Middle Commercial. Jack Benny becomes
a salesman -- LS - MFT
(Tinker to Evers to Chance).
- IV Jack Benny continues to produce his
show without interruption in the
continuity.
- V Closing Commercial.
- VI Hail and farewell by Jack Benny
and his Cast.

ATX01 0015522

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-A-

NBC

THE AMERICAN TOBACCO COMPANY

2-16-47

"THE JACK BENNY PROGRAM"

7:00-7:30 PM EST

FEBRUARY 16, 1947 - PROGRAM #21

SUNDAY

I Opening Commercial

SHARBUTT: THE JACK BENNY PROGRAM!

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Fine tobacco is what counts in a cigarette - and -

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

SHARBUTT: No doubt about it! Lucky Strike means fine tobacco -
that's one thing you can be sure of - always.

RUYSDAEL: Year after year, at auction after auction, independent
tobacco experts - men who really know tobacco - can see
the makers of Lucky Strike consistently select and buy
that fine, that light, that naturally mild tobacco.

SHARBUTT: Fine, light, naturally mild tobacco - real Lucky Strike
tobacco - fine tobacco that means real deep-down
smoking enjoyment for you.

(MORE)

ATX01 0015523

-B-

THE JACK BENNY PROGRAM

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2-16-47

RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike --
 so round, so firm, so fully packed, so free and easy
 on the draw.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

ATX01 0015524

(FIRST ROUTINE)

-1-

(AFTER COMMERCIAL..MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY..WITH
MARY LIVINGSTONE, PHIL HARRIS, ROCHESTER, DENNIS DAY,
AND "YOURS TRULY" DON WILSON.

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN..LAST FRIDAY, FEBRUARY FOURTEENTH WAS
JACK BENNY'S BIRTHDAY. JACK CELEBRATED THE OCCASION WITH
A DINNER PARTY AT HIS HOME...SO LET'S GO BACK TO FRIDAY
AND OUT TO BEVERLY HILLS WHERE WE FIND MARY AND ROCHESTER
HELPING OUT...

MARY: Oh, Rochester, is Mr. Benny still upstairs?

ROCH: YES MAM.

MARY: Hmm..and they say women take a long time to get dressed.
He's been up there two hours already.

ROCH: WELL, WITH MR. BENNY'S PHYSIQUE, DRESSING ISN'T SO SIMPLE.

MARY: Oh, What do you mean?

ROCH: BY THE TIME HE PULLS IN WHAT STICKS OUT, AND PADS OUT
WHAT SINKS IN IT'S A NEW DAY MANANA.

MARY: (LAUGHINGLY) Well, he oughta be down pretty soon...Now
let's see..The table's all set.^{Oh -}By the way, Rochester,
are you going to serve hors d'oeuvres?

ROCH: YES MAM...AND THAT REMINDS ME..I'D BETTER TAKE THE CAVIAR
OUT OF THE FRIGIDAIR.

MARY: Caviar! Did Mr. Benny buy caviar?

ROCH: WELL..YES..INDIRECTLY.

MARY: What do you mean indirectly?

ROCH: WELL, ONCE A WEEK WE HAVE FISH FOR DINNER..

MARY: Uh huh.

ROCH: AND BEFORE I GO TO THE MARKET MR. BENNY TELLS ME TO PICK OUT
A STURGEON WITH THAT MATERNAL LOOK!

JACK: (FADING IN) ^{well,} Well/Mary..I'm all dressed. How's everything
going?

MARY: Fine Jack, and while you were dressing, these telegrams
came. I already opened them.

JACK: You did?...Well, read them to me.

MARY: Okay..."Dear Jack..Sorry I won't be able to attend your
birthday party, as I have a touch of flu..Signed Jene Wyman".

JACK: Hm..That's too bad.

MARY: Here's another.."Deer Jack..Sorry I won't be able to attend
your birthday party as I have a touch of Grippe..Signed
Claudette Colbert".

JACK: Gee.

MARY: Oh, Here's another..."Dear Jack..Sorry I won't be able to attend
your birthday party as I have a touch of distemper. Signed
Lassie".

JACK: Oh..well then we can leave the bone in the soup. Is that
all?

MARY: No, there's one more. ^{Oh -} This one's from Leo Durocher.

JACK: Oh Leo, eh?

MARY: Yeah..He says..."Dear Jack, I'm sorry I can't bring my wife
to your birthday party, as I am a single man in California".

JACK: Gee, that's a shame.

(SOUND: HAND SLAPPING BOTTLE)

JACK: Anyway, I'm sure the party will be a success..(SLAP)..I'm having Issac Stern..(SLAP)..and Mr. and Mrs. Colman and--
(SLAP) Rochester, what are you doing?

ROCH: I'M PUTTING THE CHAMPAGNE LABELS ON THE SEVEN UP!

JACK: I'm not serving that tonight..I'm having still wine. Which do you think would be better, Mary..red or white wine?

MARY: I don't know..What are you having for your meat course?
Oh,

JACK: /I'm having emonce de bof borday saute.

MARY: What's that?

ROCH: HAMBURGER!

JACK: We're not having it as patties. we're having it as meat balls....And Rochester, when it's time to serve the meat balls, do it with a spoon..don't put three holes in them and roll them down the center of the table....Now Mary, after everybody arrives--

(SOUND: DOOR BUZZER)

JACK: Hm..I wonder who that can be..It's much too early for any of the guests..(UP) I'll get it.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

BROWN: HOW DO YOU DO, MR. BENNY. MY NAME'S BROWN AND I REPRESENT THE LIFETIME POT. PAN, AND KETTLE COMPANY..MAY I COME IN FOR JUST A MINUTE? THANK YOU.

(SOUND: LOUD DOOR SLAM)

JACK: Look--

BROWN: THIS IS MY ASSISTANT JOE DAVIDSON.

JACK: Glad to know you.

MEL: Dat goes double.

JACK: ~~Look fellow~~ Now look fellas.

BROWN: NOW MR. BENNY, AS YOU ARE ONE OF THE LEADING CITIZENS OF BEVERLY HILLS, WE HAVE SELECTED YOU AS THE MAN WHO SHOULD HAVE OUR FIRST POST-WAR DEMONSTRATION GIVEN BY THE LIFETIME POT, PAN, AND KETTLE COMPANY.

JACK: Well, that's very nice, but--

BROWN: WE PLAN TO SHOW YOU BEYOND A SHADOW OF DOUBT THE SUPERIORITY OF OUR PRODUCT OVER EVERY OTHER COMPETITOR IN THE FIELD...
^{IT}
WHAT ABOUT ~~THE~~, JOE?

MEL: Dat goes double.

JACK: Look--

BROWN: THE PURPOSE OF OUR VISIT IS TO COME INTO YOUR HOME AND PUT ON A DINNER THE LIKE OF WHICH NO KING HAS EVER EATEN.

JACK: Look gentlemen, I'd like to talk to you about this some other time. You see, today's my birthday, and I'm having some guests over for dinner.

BROWN: DID YOU HEAR THAT, JOE? WHAT A COINCIDENCE! MR. BENNY, IN ONE HOUR WE CAN HAVE READY FOR YOU A COMPLETE SEVEN COURSE DINNER..A PRIME RIB ROAST..BAKED IDAHO POTATOES.. CARROTS, PEAS, AND EVERYTHING TO GO WITH IT..

JACK: You'd fix all that for me? What will it cost?

BROWN: NOT A DIME, MR. BENNY, NOT A DIME. THIS DINNER IS PUT ON ABSOLUTELY FREE THROUGH THE COURTESY OF THE LIFETIME POT, PAN, AND KETTLE COMPANY.

JACK: ^{Well}
Well. ~~that~~ sounds reasonable.

MARY: Jack!

JACK: Quiet Mary..Fellows, what do you get out of it?

BROWN: MR. BENNY, AFTER YOU'VE TASTED FOOD THAT'S BEEN COOKED IN A LIFETIME POT, PAN, OR KETTLE, YOU'LL NEVER WANT TO BE WITHOUT THEM. ISN'T THAT RIGHT, JOE?

MARY: Dat goes double.

JACK: Mary!

MARY: I answered for Joe, he fell asleep.

JACK: Oh..Well, Mary, what do you think about it?

MARY: Jack, you can't do a thing like this..You're having important guests like Isaac Stern, one of the world's greatest violinists..and Mr. and Mrs. Ronald Colman.

BROWN: THERE'S NOTHING TO WORRY ABOUT..WE DRIVE OUR TRUCK AROUND TO THE BACK DOOR..WE PREPARE AND COOK THE FOOD IN YOUR KITCHEN, AND YOUR BUTLER WILL SERVE IT.

JACK: You see Mary, there's nothing to it. Go ahead fellows, the kitchen is yours.

BROWN: GOOD GOOD..YOU'RE A MAN WITH A HEAD ON YOUR SHOULDERS.

MEL: (~~OUTERNOISE~~) Dat goes double.

JACK: What?

BROWN: COME ON JOE, WE GOT A JOB TO DO.

(SOUND: FEW FOOTSTEPS..DOOR CLOSES)

JACK: Say,
/You know Mary, this is gonna be--

MARY: Jack Benny, you oughta be ashamed of yourself.

JACK: Mary, what are you worried about? We'll be getting the best food possible and nobody will know. After all, nothing's too good for the Colmans..They're probably getting dressed for my birthday party right now.

(TRANSITION MUSIC)

BENITA: Oh Ronnie..are you ready yet?

RONALD: In a moment, Benita.

(APPLAUSE)

BENITA: What are you doing?

RONALD: I'm just looking through this medical book...Let's see...
(READS) Arthritis...Asthma...Athlete's Foot...Blisters...
Berl-Berl...Croup...Colic...Erysipelas...Fever...Gout...
Goitre....Gangrene...

BENITA: Darling,
Oh ~~Benny~~, we've used all those excuses..this time we'll
have to go.

RONALD: Yes..I guess we'll ^{have}/. Oh wait a minute..Here's one I
overlooked..Distemper...No, no..knowing Benny's friends
~~that~~ one of them must have used that.....By the way,
Benita, what birthday is Benny celebrating?

BENITA: His thirty eighth.

RONALD: THIRTY EIGHT?...Thirty eight indeed...Imagine ^{him} ~~that~~
saying he's only two years older than I am.

BENITA: (LAUGHING) Ronnie!...Let's stop wasting time and get
ready..They're expecting us..I told Mr. Benny we'd be there
early.

RONALD: You..saw Benny today?

BENITA: Yes, yes...he dropped over here...You remember about two
weeks ago he borrowed your fountain pen?

RONALD: Oh...so he finally returned it?

BENITA: No, he came over to fill it.

RONALD: Imagine that...When we go on our vacation, we oughta leave
a bottle of ink at the back door.

BENITA: We did that last year, and that Harris fellow drank it...
Now come on, Ronnie, put on your tie.

RONALD: All right all right ^{Oh}/.What a wasted evening this will be...
I wish I could stay home and listen to some good music...
(BRIGHTLY) ^{By the way,} ~~Benita~~, you know that new record I bought..
I almost know it by heart.

BENITA: Really? How does it go?

RONALD: (SINGS) OPEN DE DO', RICHARD.....RICHARD. OPEN DAT DO'...
COME ON, DARLING,
~~Benita~~, HELP ME OUT..RAP ON THE TABLE.

BENITA: Ronnie, stop being silly and get dressed.

RONALD: Very well..Benita, as long as we're going to Benny's party,
I think I ought to change my shirt.

BENITA: What's wrong with the one you have on?

RONALD: It's clean.

BENITA: Then why change it?

RONALD: Benita, have you ever seen Benny eat soup?

BENITA: Soup?

RONALD: He puts a spoon in each hand and goes after it like a
^{darling,}
mixmaster..Well all right, ~~Benita~~, let's go.

BENITA: Now Ronnie, try to be pleasant..and I do hope you
remember Mr. Benny's friends...let's run over it
once more..Who is Don Wilson?

RONALD: Uh..He's the fat one..

BENITA: ~~That's right~~..and Phil Harris?

RONALD: He's the one with the blue lips.

BENITA: Oh yes, the ink was indelible..Now, Dennis Day?

RONALD: He's the silly one!

BENITA: That's right..and Mary Livingstone?

RONALD: She's the normal one.

BENITA: Good.

RONALD: How she ever got mixed up with that bunch of shlemeels,
I'll never know.

BENITA: Now, come Ronnie, we mustn't keep them waiting any longer.

(TRANSITION MUSIC)

MARY: OH JACK..JACK..

JACK: (OFF) WHAT IS IT, MARY?

MARY: DON, PHIL, AND DENNIS JUST ARRIVED.

JACK: OH, 'HELLO FELLOWS WELCOME TO MY BIRTHDAY PARTY.

PHIL: HIYA JACKSON, MANY HAPPY RETURNS.

DON: HELLO JACK, CONGRATULATIONS.

DENNIS: Hello, Mr. Benny.

JACK: I'm glad you all got here early, kids..and don't forget,
Dennis, you're gonna sing Happy Birthday to me, aren't you?

DENNIS: Oh yes sir.

JACK: Good.

DENNIS: (SINGS) Happy birthday to you..happy birthday--

JACK: No no, not now. I'll tell you when..Now come in the other
room and..Phil..Phil, I can hardly believe my eyes!

PHIL: What's the matter, Jackson?

JACK: The way you're dressed..potent leather shoes..white tie
and tails..

PHIL: /And get a load of these white gloves..and that cane
over my arm.

JACK: Yeah..but Phil, where did you get that black eye?

PHIL: I never should have passed ^{that} ~~the~~ pool room dressed like this.

JACK: Well anyway, Phil, you do look nice.

ROCH: SHALL I SERVE THE COCKTAILS NOW, MR. BENNY?

JACK: Not yet, Rochester..we'll wait until everybody-- DON, DON'T
MESS AROUND THE TABLE..WE'VE GOT EVERYTHING SET JUST RIGHT.

DON: I was just admiring it, Jack..it looks wonderful, but
what's the idea of having that bed sheet over those
four chairs?

ROCH: THOSE AREN'T FOUR CHAIRS.

DON: What?

ROCH: THAT'S A BENCH WE LIFTED FROM THE BUS STOP.

MARY: Jack, you didn't--

JACK: Mary, it's only for a little while...And anyway, kids,
we're gonna have a fine dinner and lots of fun and...
(COYLY) Well..Dennis..

DENNIS: Huh?

JACK: I notice you brought a little package to my birthday
party.

DENNIS: Uh huh.

JACK: Dennis, you don't have to blush..Come on, open it up.

DENNIS: Not till we get to the table.

JACK: What is it?

DENNIS: My lunch.

JACK: Hm...After all, it is my birthday..It seems that somebody
could have brought me ~~me~~ something

DON: Jack, I brought you something. Look..a birthday cake.

JACK: Huh? Well, isn't that beautiful..A birthday cake with
cigarettes
thirty-eight Lucky Strikes/on it. Isn't that wonderful?

~~Mary?~~

MARY: ~~Yeah, it's the first cake I ever saw that you could eat
and smoke at the same time.~~

JACK: ~~Well, I think it's a nice thought.~~ Don, what's the cake
made out of?

DON: It's made of that fine, that light, that naturally milder
tobacco.

JACK: No no, Don, the cake.

DON: They're so round, so firm, so fully--

JACK: ^{Don,} Don, /I know about the Lucky Strikes..How about the cake?

DON: No thanks, I'm on a diet.

JACK: Oh. Anyway, it was nice of you to put thirty-eight
cigarettes on it.

PHIL: Say Jackson, who're you trying to kid with that thirty-eight
stuff? You're a lot older than I am and I'm thirty-five.

DENNIS: (SINGS) Happy birthday to you, Happy birthday -

JACK: Dennis, quiet. What did you say, Phil?

PHIL: I said ^{that} /I'm thirty-five years old, and I don't even show it.

JACK: What are you talking about? You've been studying music for
over thirty-five years.

MARY: He doesn't show that, either.

JACK: I agree with you...Thirty five...When is your birthday,

Phil?

Well,

PHIL: /I was born April twenty-first..That comes under the sign of
Taurus the Bull.

JACK: What does that mean?

PHIL: People born under Taurus are usually handsome, popular, and have nice stable manners...HA HA HA HA..OH HARRIS, WITH ^{THIS} MATERIAL LIKE ~~THIS~~, YOU BETTER MAKE MONEY FAST.KID.

JACK: You're not kidding..Taurus the Bull..Mary, what were you what were born under?

MARY: Elsie, the Cow?

JACK: Elsie, the Cow?

MARY: It happened in a Borden house..HA HA HA HA, OH LIVY, AND TO THINK YOUR SISTER BABE NEARLY TOOK YOUR JOB AWAY FROM YOU.

JACK: Mary, another joke like that and You'll be asking Babe for her autograph and this is nothing to kid about. The Zodiac is a very interesting subject.
^{most}

DON: It/certainly is, Jack. You know I was born under the sign of Leo the Lion.

JACK: You were? Dennis, what sign were you born under?

DENNIS: A picket sign, my mother was out on strike.

JACK: Dennis, stop being silly..and that goes for all of you..And now watch it tonight, will you? You know I m having some very important people..

PHIL: Who's all going to be here, Jackson?

JACK: Only a world famous violinist, Isaac Stern and Mr. and Mrs. Ronald Colman.

DENNIS: Ronald Colman? Gee, I like the way he talks.

(A IA COLMAN) If I were king. Ah love, if I were king,
What tributary nations would I bring
To stoop before your sceptre and to swear
Allegiance to your lips and eyes and hair.

JACK: ^{Dennis} Dennis, ^Ayou sounded just like him! That was very good.

DENNIS: (A LA COLMAN) Thank you, Benita. told you

JACK: All right Dennis, ^{alright}_A that's enough. Now kids, remember what I_K-

(SOUND: DOOR BUZZER)

JACK: ROCHESTER, SEE WHO'S AT THE DOOR, PLEASE.

ROCH: YES SIR.

(SOUND: FOOTSTEPS..DOOR OPENS)

ROCH: OH, GOOD EVENING, MR. AND MRS. COLMAN.

RONALD: Good evening.

BENITA: Hello, Manchester.

ROCH: ^{MAY I}_A CHECK YOUR WRAPS, MRS. COLMAN?

BENITA: Oh, I didn't wear any..it's so warm out.

ROCH: HOW ABOUT YOUR HAT, MR. COLMAN?

RONALD: No I didn't bother with a hat..living so close.

ROCH: OH...WELL WOULD YOU LIKE A DOLLAR'S WORTH OF NICKLES?

RONALD: Nickles?

ROCH: I THINK THE SLOT MACHINE IS ABOUT READY TO PAY OFF.

JACK: (OFF) WHY RONNIE...BENITA...WELCOME TO MY BIRTHDAY PARTY.

RONALD: Well...Congratulations, Jack.

BENITA: Many happy returns.

JACK: Thank you, thank you. Come on in the other room...You know my associates.

PHIL: (COMING IN) WELL, IF IT AIN'T THE KID FROM SHANGRI LA...

HELLO RONNIE, WHADDA YA HEAR FROM THE HIGH LAMA ^{Bud}?

JACK: ^{Phil,}_A (COY) the party just started..control yourself...

Here's Mary..and Don Wilson.

MARY: It's nice to see you again.

DON: Hello, Mr. and Mrs. Colman.

RONALD: Hello.

BENITA: Hello.

JACK: Well, Ronnie, you don't know how happy I am that you and Benita came to my party.

RONALD: It's a pleasure, I'm sure.

DENNIS: (A LA COLMAN) It's a pleasure, I'm sure.

RONALD: What's that? Do I hear an echo?

DENNIS: (A LA COLMAN) What's that? Do I hear an echo?

JACK: Dennis, cut that out!

DENNIS: Yes, ~~oh~~. Benita darling.

JACK: You know, ^{you know,} /Ronnie, Dennis always like to imitate famous people.

(SOUND: DOOR BUZZER)

JACK: It's ^{really amazing,} ~~very amazing,~~ but sometimes it can be embarrassing.

MARY: Mrs. Colman..here have a piece of Jack's birthday cake.

BENITA: Thank you.

JACK: Yes, yes, and here's an ashtray..I mean a fork..it's very good.

ROCH: LADIES AND GENTLEMEN..MR. ISAAC STERN.

~~STERN:~~ ~~STERN.~~

(APPLAUSE)

JACK: ~~Well, Isaac Stern!~~

STERN: ~~You were expecting maybe Jaschic Helfitz?~~

JACK: ~~He, he.~~ Well, Mr. Stern, I'm sure glad you got here. Come on in and sit down.

STERN: Thank you, I'm so tired of standing.

JACK: Standing?

STERN: Yes, somebody lifted the bench from the bus stop.

JACK: Oh..oh.

ROCH: IF THAT SHEET'S GOT A HOLE IN IT, WE'RE DEAD.

JACK: Quiet, Rochester..Mr. Stern, you know my gang..Mary, Phil,
and Don.. Hello

STERN: Oh yes..~~How do you do.~~

MARY
PHIL &
DON: (AD LIB HELLO, MR. STERN..GLAD TO SEE YOU, ETC)

JACK: I don't believe you've met Dennis. Dennis, this is Mr.
Isaac Stern.

STERN: How do you do, Dennis...I've listened to you many times on
the air and I've enjoyed your singing very much.

JACK:Dennis, the man paid you a compliment.

DENNIS: Huh?

JACK: Say something.

DENNIS: (SINGS) Happy birthday to you, happy--
See Isaac

JACK: No, no, Dennis..not yet. He's a little excited because it's
my birthday...And Now, Mr. Stern, I want you to meet two
very charming people..They're two very dear friends of mine
..in fact, we're neighbors..Mr. and Mrs. Ronald Colman.

STERN: Well, this is indeed a unexpected privilege.

RONALD: Thank you. I feel the same way..In fact, had we known you
were going to be here, we wouldn't have hesitated about
coming.

BENITA: RONNIE!

RONALD: (CATCHING HIMSELF) I mean, we would have come earlier.

JACK: Yes, yes.

MARY: Mr. Stern, we haven't seen you since your last concert at the Los Angeles Philharmonic and it was really thrilling.

JACK: Yes, it was wonderful.

BENITA: Mr. Colman and I were there that same evening and we were simply carried away.

RONALD: Yes, Mr. Stern. I particularly liked the way you played the Mendelssohn Concerto. I never heard anyone else do the Allegro so Moto Appassionato.

STERN: Well, I think the particular movement called for Moto Appassionato, rather than a more reserved approach.

JACK: Well ... I thought ...

MARY: Oh shut up!

JACK: Mary, that's no way to talk to Mr. Stern .. Mr. Stern, I thought that the Mendelssohn Concerto could be played Moto Appassionato or Allegro Con Moto .. It could go either way .. sort of like a Studebaker .. I mean ..

MARY: One has the moto in the front and the other has the moto in the back.

JACK: Mary, we're having a serious discussion. Now, Mr. Moto .⁴. I mean Mr. Stern .. Mr. Stern .. Mr. Stern .. I've heard some violinists play the Mendelssohn Concerto Moto Appassionato and others play it Andante.

STERN: Well, Mr. Benny that has been a controversial subject .. Mr. Harris, as a musician what do you think?

PHIL: Look Bub, don't let this monkey suit I'm wearing fool you.

JACK: Phil, please.

ROCH: OH MR. BENNY, DINNER WILL BE SERVED IN A FEW MINUTES.

JACK: Thank you, thank you Rochester ... And don't forget to serve the caviar first.

ROCH: NO CAVIAR TONIGHT, BOSS.

JACK: Why?

ROCH: THAT STURGEON'S NAME WAS LOUIE, NOT LOUISE.

JACK: Oh ... well then we'll just have cocktails.

RONALD: Oh, Mr. Stern, would you consider it an imposition if we asked you to play a number for us before dinner?

BENITA: Oh that would be wonderful.

STERN: I'll be happy to play for you. As a matter of sheer coincidence, of course, I brought my violin and accompanist with me tonight.

JACK: Hm ... It's my birthday, they could have at least asked me. I would have refused anyway.

MARY: Who's gonna take that chance?

JACK: Never mind.

STERN: Is there any composition you would care to hear particularly?

RONALD: Do you happen to know "Open De Do" Richard?"

JACK: What?

BENITA: Ronnie, how can you suggest such a thing? Mr. Stern, there's one number I always love to hear on the violin... Wieniaski's concerto.

JACK: That's my favorite number, too. How about it, Mr. Stern?

STERN: I'll be very happy to.

(STERN'S NUMBER) "WIENIAKI'S CONCERTO"

(APPLAUSE)

(SECOND ROUTINE)

-17-

GANG: (AD LIB OH THAT WAS WONDERFUL...ETC.)

JACK: Mr. Stern, that was really excellent..John Garfield couldn't have played it better.

MARY: Jack, if you're referring to the picture "Humoresque" where John Garfield was a violinist...Mr. Stern did the playing.

JACK: Oh yes,^{yes} I should have known. You know, Mr. Stern, ~~isn't it~~ its wonderful how in pictures they can always get somebody to do something for somebody else?...In "Lost Week-end" Phil Harris did the drinking for Ray Milland..For that they gave him an Oscar.

RONALD: With blue lips?

Ronnie

JACK: No no..red eyes...And by the way, Ronald,, speaking of pictures, I saw the preview of your new one.."The Late George Aply" and it was simply wonderful.
just recently,

RONALD: Thank you Jack..~~Just recently~~, I saw one of your pictures too.

JACK: Which one?

RONALD: "The Late Horn Blows At Midnight."

JACK: Oh. When did you see it?

MARY: He went to the funeral.

JACK: Quiet. And now folks, with a little encouragement, I'll be glad to play a violin solo.

ROCH: DINNER IS SERVED

BENITA: (SIGH OF RELIEF) Thank you, Manchester. .

JACK: Well, as long as it's on the table, we might as well go in.
Come on, everybody. Come on.

(TRANSITION MUSIC))

(SOUND: RATTLING OF DISHES AND SILVER)

T

ATX01 0015541

PHIL: Hey Jackson, this is the best grub you've ever had at your house.

DON: Yes Jack, I've never tasted such good food.

DENNIS: Yeah..what food..These things melt in your mouth.

JACK: Dennis, those are ice cubes! Anyway, I'm glad you're all enjoying it. After all, it's my birthday and I thought I'd go all out.

MARY: (WHISPERING) You're not out a dime.

JACK: Mary, please.

RONALD: Jack the roast beef is simply delicious. Isn't it, Benita?

BENITA: Yes..I wonder if I dare ask for^{some}/more?

JACK: Certainly, certainly..there's more where that came from..
ROCHESTER..MORE ROAST BEEF, PLEASE.

ROCH: YES SIR, YES SIR..ANYBODY WANT MORE BUTTER FOR THEIR BAKED POTATOES?

JACK: YES YES..BRING IN MORE BUTTER.

BENITA: (WHISPERS) Oh Ronnie..Ronnie.

RONALD: Yes.

BENITA: Slip the sugar bowl in your pocket, it's ours.

JACK: ANYBODY WANT MORE BREAD..CARROTS..PEAS.?

BENITA: (WHISPERING) Ronnie, what are you doing?

RONALD: I'm emptying the sugar out of the bowl.

BENITA: You needn't bother, that's ours too.

JACK: MR. STERN..WHY DON'T YOU PUT DOWN THE VIOLIN AND EAT SOMETHING?

STERN: I thought somebody might ask^{me}/for an encore.

JACK: We'll have that after dinner.

RONALD: (WHISPERS) You know, Benita, I think we've had Benny wrong all the time...This dinner is simply wonderful.
BENITA: (WHISPERS) ~~Benito~~ ^{Benito}, stop talking and let me eat.
DENNIS: Gee, I'm full.
DON: Me too.
JACK: OH COME ON, DON'T STOP NOW..EAT SOME MORE.
RONALD: NO, JACK, I COULDN'T EAT ANOTHER BITE..AND I'M NOT ONE TO MAKE SPEECHES..BUT IF I WERE KING-- AH, LOVE, IF I WERE KING ..
BENITA: Ronnie!
RONALD: Oh, I'm sorry..JACK, AFTER THIS MARVELOUS DINNER, I WANT TO TELL YOU HOW MUCH WE APPRECIATE YOUR INVITING US HERE.
JACK: My pleasure, I'm sure.
RONALD: AND JACK, THIS BEING YOUR BIRTHDAY..I WANT TO TAKE THIS OPPORTUNITY OF WISHING YOU MANY, MANY HAPPY RETURNS.

(SCATTERED APPLAUSE)

GANG: (AD LIB: "HAPPY BIRTHDAY, JACK...SPEECH...SPEECH")
JACK: Well..
(SOUND: CHAIR PUSHED BACK)
JACK: My friends, I'm so happy that you could all be here tonight on my birthday. I'm glad you enjoyed the dinner..
(SOUND: LOUD DOOR OPENS)
JACK: And I hope that next year we can all be--
BROWN: ALL RIGHT, FOLKS, YOU'VE ALL HAD A CHANCE TO TASTE THE FOOD, NOW LISTEN TO ME.
JACK: What?
BROWN: THIS DEMONSTRATION DINNER WAS PUT ON HERE TONIGHT FREE OF CHARGE BY THE LIFETIME POT, PAN AND KETTLE COMPANY.

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JACK: Wait a minute.

BROWN: QUIET, BUB.

MEL: Dat goes double.

RONALD: Demonstration dinner?

BROWN: THE LIFETIME POT, PAN OR KETTLE IS FOR SALE AND IS
AVAILABLE IN EIGHT DIFFERENT SIZES, RANGING IN PRICE
FROM A DOLLAR AND A HALF TO FOUR SEVENTY FIVE.

RONALD: COME ON, BENITA, LET'S GET OUT OF HERE.

BROWN: NO YOU DON'T. HEY, JOE...LOCK THE DOOR.

MEL: ROGER.

JACK: LOCK THE DOOR? DON'T YOU DARE!...I'M SORRY, RONNIE..
IT'S ALL A MISTAKE.

RONALD: THIS IS AN OUTRAGE..WE'RE GOING!

BROWN: GOING, HE SAYS. THERE'S ONE LIKE HIM AT EVERY
DEMONSTRATION..THEY GET THEIR STOMACHS FULL OF POTATOES
AND THEY WANT TO LEAVE..JOE..LOCK THE WINDOWS.

MEL: ROGER.

JACK: NOW WAIT A MINUTE!

MARY: I knew this would happen.

BROWN: NOW HERE'S AN IMPORTANT FACT ABOUT THE LIFETIME KETTLE!
IT'S STAINLESS STEEL...IT'S STURDY..I'LL SHOW YOU.

(SOUND: LOUD BANG BANG BANG OF KETTLE)

JACK: NOT ON MY HEAD!

BROWN: I'LL THROW IT AGAINST THE WALL.

(SOUND: GLASS CRASH)

JACK: YOU BROKE MY MIRROR!

RONALD: COME ON, BENITA, LET'S GO.

STERN: WAIT FOR ME.

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JACK: RONNIE...RONNIE..BENITA...MR. STERN..YOU CAN'T GO...
DON'T GO, PLEASE..WAIT...WAIT.

(SOUND: LOUD DOOR SLAM)

JACK: Hm..LOOK, MARY, IT WASN'T MY FAULT, HONEST...KIDS, I
DIDN'T KNOW THIS WAS GONNA HAPPEN..PHIL, YOU KNOW I--
LOOK, KIDS, ANSWER ME..SOMEBODY SAY SOMETHING!

DENNIS: (SINGS) HAPPY BIRTHDAY TO YOU,
HAPPY BIRTHDAY TO YOU,
HAPPY BIRTHDAY, JACK BENNY

JACK: Yeah, yeah, Happy birthday...Everything happens to me.
(MUSIC / ND APPLAUSE)

DON: Ladies and gentlemen, Savings Bonds are vitally important to the nation's battle against price inflation and for the future and welfare of us all. It is important that we continue to build financial security for ourselves and for our children. Protect your future, buy extra bonds now. Thank you.

(APPLAUSE)

DON: Mr. Isaac Stern was accompanied at the piano by Mr. Alexander Zakin ... Now, Jack will be back in just a minute, but first, here is my good friend, Mr. Basil Ruysdael.

V Closing Commercial

WILSON: Jack will be back in just a minute, but first, here is my good friend Basil Ruysdael.

RUYSDAEL: As you listen to the chant of the tobacco auctioneer, remember - LS - MFT.

BOONE: (CHANT - 57 to 59 - AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts.

SHARBUTT: Here are the words of a man who has been an independent tobacco buyer for 29 years - Mr. Carl Hartfield, of Greensburg, Kentucky, who said:

VOICE: I can report what I've seen with my own eyes. At auction after auction, I've seen the makers of Lucky Strike buy fine tobacco -- good, ripe, prime leaf ... tobacco that's got real smoking quality. I've smoked Luckies for over 28 years.

RUYSDAEL: Yes, season after season, independent tobacco experts like Mr. Hartfield can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: Fine, light, naturally mild tobacco ... real Lucky Strike tobacco.

RUYSDAEL: LS - MFT

(MORE)

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THE JACK BENNY PROGRAM

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2-16-47

SHARBUTT: Lucky Strike means fine tobacco. For your own real,
deep-down smoking enjoyment, remember -

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. So smoke that smoke
of fine tobacco -- Lucky Strike -- so round, so firm,
so fully packed, so free and easy on the draw.

(TAG)

(SOUND: FOOTSTEPS ON CEMENT)

RONALD: You know, Benita, I was never so embarrassed in my life.

BENITA: It certainly was humiliating.

RONALD: Yes.

STERN: And I had to play my violin yet .. or tried to, anyway.

RONALD: What an evening! Mr. Stern, why don't you come in and
have coffee with us.

STERN: Thank you, I will.